

## D8.5 Report on dissemination activities

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<b>Project acronym:</b>	<b>SENSE4US</b>
<b>Project full title:</b>	<b>Data Insights for Policy Makers and Citizens</b>
<b>Grant agreement no.:</b>	<b>611242</b>
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<b>Document Reference:</b>	<b>D8.5</b>
<b>Dissemination Level:</b>	<b>PU</b>
<b>Version:</b>	<b>Final</b>
<b>Date:</b>	<b>26/09/14</b>



## History

<i>Version</i>	<i>Date</i>	<i>Modification reason</i>	<i>Modified by</i>
0.1	6.08.2014	Initial draft	Gregory Liogaris (Gov2u)
0.2	21.08.2014	Review and comments	R. Uzdavinyte (Gov2u), Vasso Zalavra (Gov2u)
0.3	2.09.2014	Input from partners	S. Taylor (ITI), N. Naveed (U. Koblenz), T. Wandhoefer (Gesis), S. Joshi (SU), B. Allen (Hansard), M. Fernandez (KMI)
0.4	15.09.2014	Comments incorporated	G. Liogaris (Gov2u)
0.9	30.09.2014	Quality check	
1.0		Final reviewed deliverable	



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## List of abbreviations

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<Abbreviation>	<Explanation>
DoW	Description of Work
EC	European Commission
EU	European Union
FP7	Seventh Framework Programme
Gov2u	Government To You
HS	Hansard Society
ITI	University of Southampton IT Innovation
KMI	Open University, Knowledge Media Institute
M1	Month 1, M3=Month 3 etc.
MoU	Memorandum of Understanding
MS	Member States
SU	Stockholm University
WP	Work Package
WPs	Work Packages



### Executive summary

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The main goal of WP8 Dissemination and Exploitation is to disseminate the findings of the project effectively, to engage key stakeholders for knowledge sharing, to launch an effective internal and external communications strategy while assisting other Work Packages (WPs) to meet their outreach objectives.

The present document provides an overview of the dissemination tools utilized and the activities performed by the Sense4us partners in order to promote and raise visibility of the project during the first year of the project. Dissemination activities will be reported on a yearly basis throughout the project's lifetime.

In particular, D8.5 outlines the dissemination and communication objectives and strategy of the reporting period and focuses on the tools and activities that were undertaken to accomplish the objectives set. The deliverable reports on dissemination tools (website, social media, press releases, newsletter issues, brochures, etc.) used from M1 to M12 to disseminate the project implementing the online and offline dissemination strategy set with D8.4 deliverable in M6. Also, it presents the dissemination activities that have been implemented by the partners and are foreseen in the Description of Work for WP8 "Dissemination and Exploitation". It will be updated yearly during the whole duration of the project.



## 1 Introduction

### 1.1 The project: Sense4us

Sense4us is a three year project that was launched in October 2013, co-funded under the Seventh Framework Programme (FP7-ICT-2013-10), with the aim to assist policy makers in their tasks, by giving them the tools and methodology to access a wide array of current data and take into account the views of citizens on policy issues in real time.

Making and implementing policy at any level of government is fraught with difficulty. The impact of decisions made is not always obvious at the time the policy is formulated or enacted and any short-comings of the policy become known too late to change it. This is not only due to a lack of proper information but also due to the difficulty of finding and aggregating the right data out of the sea of information which characterizes our modern world. Having once formulated a policy it is then impossible to make useful predictions around its likely impact and effectiveness. Besides, policy specialists lack the resources and the methodology to be able to access most current data and are out of reach to ultimately take into account the views of citizens on policy issues expressed in real time through social network discussions.

As specialists currently have to rely on readily available public information sources based on historic, rather than current data and consultation with a select group of consultants, Sense4us project is creating a toolkit which will support them in information gathering, analyzing and policy modeling in real time. This package of utilities will be based on cutting-edge research.

The project's tools are directed to allow:

- the extraction of information from big data and open data sources;
- the automatic annotation and linkage of homogeneous data;
- the lexical analysis of sources and validation;
- the creation of policy models combining quantitative open data sources with qualitative social comments;
- the prediction of social impact of policy and the outcome of policy, providing understandable visualizations;
- and social network analysis for tracking discussion dynamics in social media.

Through close interaction with policy makers around Europe, the Sense4us project validates results in complex policy-making settings and directs the research towards the support of more effective and better understood policy development.

The ultimate objective of the Sense4us project is to advance policy modelling and simulation, data analytics and social network discussion dynamics, providing economic and social benefits at all governmental levels across Europe.

### 1.2 WP8 Dissemination and Exploitation

WP8 is a subset of Sense4us project. According to the Sense4us Description of Work (DoW), WP8 will dedicate its efforts to promoting and communicating the project, its objectives, findings and accomplishments on local, national and European level. To achieve this, WP8 will use a series of online and offline tools and strategies throughout the project lifetime, in order to bring attention to the project, gain trust and ensure acceptance of the results.



The achievement of WP8 main goals and objectives is highly dependent on the active role and participation of the partners in all the tasks and activities of this WP. As described in the DoW, all partners are responsible for individual dissemination tasks, for example authorship of research publications, attendance of conferences and events, etc.

### **1.3 The deliverable: scope, methodology, structure and audience**

#### **1.3.1 Scope**

The scope of this deliverable is to present a yearly report related to the dissemination of the project by the consortium members. The current deliverable outlines the dissemination and communication objectives and strategy of the reporting period and focuses on the tools and activities that were undertaken to accomplish these set objectives. The deliverable reports on dissemination tools (website, social media, press releases, newsletter issues, brochures, etc.) used from M1 to M12 to disseminate the project, implementing the online and offline dissemination strategy set with D8.4 deliverable in M6. Also, it reports on dissemination activities that have been implemented by the consortium and are foreseen in the Description of Work for WP8. It will be updated yearly during the whole duration of the project.

#### **1.3.2 Methodology**

The methodology that was followed for the production of the current deliverable is based on the constructive collaboration of WP8 leader with the project partners. The collaborative efforts of all partners are of utmost importance since they will result in the very best version of the deliverable.

The first draft of this report was created by Gov2u; partners were asked to provide the necessary input related to the activities they undertook during the reporting period. The final editing has been done by Gov2u and all input received from partners was incorporated. Quality team was involved in the preparation of the deliverable. The final version will be submitted to the project coordinator, who will in turn submit it to the European Commission (EC).

#### **1.3.3 Structure**

D8.5 Report on dissemination activities (M1-M12) addresses two main aspects of the dissemination of the project. The first section serves as an introduction to the project, the WP8 and the deliverable to the readers. The second section provides a summary of the objectives and the strategy followed during the reporting period. Finally, the third section focuses on the dissemination and communication tools used and the activities implemented for the achievement of the objectives set for this period. Finally, a conclusion highlights the main points and issues presented in the report.



### 1.3.4 Intended audience

This deliverable is addressed to:

<i>Group of readers</i>	<i>Reasons for reading</i>
Sense4us consortium partners	To be informed about the dissemination activities during the reporting period (M1-M12)
Target groups: general public, scientific community, potential new end-users, possible dissemination partners, project stakeholders	To be informed about dissemination activities performed within the reporting period and raise awareness about the project, announce project objectives, further develop a community of interest
Representatives of organizations and institutions involved in similar projects or initiatives.	To share knowledge, information and best practices that can be adopted and utilized in similar projects.
European Commission	This document is a deliverable of the Sense4us project

**Table 1 : Intended audience**

### 1.4 Relation of the deliverable to other WP8 deliverables

This document is related directly to the following deliverables of WP8:

- D8.1 Project dissemination materials (M6)
- D8.2 Project dissemination materials (M12)
- D8.4 Dissemination Plan (M6)

### 1.5 Quality management

To guarantee the quality of this document, the first ideas about dissemination were presented and discussed during the Sense4us kick-off meeting, as well as in teleconferences that were held regularly. Gov2u requested the contribution of all partners regarding their dissemination activities in the first reporting period, prepared the first draft of this document and shared it with the partners. The deliverable uses the correct template of the project and a language quality control has been performed.



## 2 Dissemination and Communication objectives for the reporting period

This section presents in detail the dissemination and communication objectives and strategy implemented for the reporting period (M1-M12).

In this period, WP8 focused its efforts on developing and implementing the appropriate dissemination and communication strategy and activities that will result to the best and most effective promotion of the project at local (MS) level, European and international levels. During this year WP8 managed to organise itself internally and define roles and responsibilities for each WP8 partner. It was clear from the early first month of the project that each partner markets the project and all WP8 partners need to contribute to dissemination and undertake promotional activities. Conference calls and email correspondence facilitate the internal communication and effective coordination of WP8 partners.

For Year1 the main WP8 objectives were the following:

- Design and launch the Sense4us website;
- Design and create the promotional material of the project (logo, general presentation, newsletter template, project brochure, project factsheet, poster, social media);
- Update the design and the content of promotional materials (project brochure, project factsheet, project poster) according to the provision for yearly update;
- Identify and organize the stakeholders groups;
- Coordinate with partners for their better engagement at local level and stronger involvement;
- Participation in events at national and European level to raise awareness and visibility for the project;
- Establish, maintain and enhance collaboration with other EU funded projects in the same domain;
- Promote the project to the press and media outlets at national and European level by publishing the 1<sup>st</sup> press release and three newsletter issues (March 2014, June 2014, September 2014);
- Provide the deliverables and reports corresponding to the reporting period M1-M12.

### 3 Dissemination and Communication tools and activities

An overview of the dissemination tools and activities created and performed by the Sense4us partners in order to raise the visibility of the project during the first year of the project (M1-M12) is being provided in this chapter.

Dissemination tools are in a way the vehicles that are being used to transport the most important messages, while activities are the concrete actions by which these tools could possibly be implemented.

#### 3.1 Dissemination and communication tools

This section presents the dissemination tools used during the reporting period. These tools are the means through which the project's main messages can be transmitted and communicated outside of the consortium. A common branding was and will continue to be used throughout promotional materials with the intention of maintaining a consistent and distinctive identity in order to evoke a positive image and a favorable reputation for the project.

##### 3.1.1 Sense4us website

Sense4us website was created in M1 of the project. The project's website is a major means of information for and communication with the visitors and thus it is harmonized and interrelated with the main goals of the WP8 to disseminate the project findings as well as to engage key stakeholders for knowledge sharing.

The website is a versatile and resourceful dissemination tool. It is necessary since it all the information pertaining to the project is included for all audiences. Since its launch, it is regularly being updated so that people keep visiting it. Updates refer to the project news, project in the press, events, relevant articles, press releases, newsletter issues, synergies and other activities dedicated to dissemination. The update of the website content, layout and design is ongoing throughout the implementation of the project.

Data retrieved from the back end of Sense4us website show the following:

Field	Data
Newsletter subscribers	43
Number of items on Project News	8
Number of items on Blog	43

**Table 2 : Project website data**



The figures below show the visibility of news items in “News” section in number of “hits”, as well as the Blog entries:

Field	Data
Number of hits of Project news	2.798
Number of hits on Blog	8.361

**Table 3 : Project website data**

Data retrieved from Google Analytics<sup>1</sup> for the period November 20<sup>th</sup> 2013 to September 19<sup>th</sup> 2014 indicate that the website was visited by **1318 Unique Visitors**. In total there have been **1830 Sessions** and **4879 Page-views**. Out of the **100%** visits, **72,2%** were **New Visits** while **27,8%** were **Returning Visits** and the **average visit duration was 2min and 14sec**.

Field	Data
Unique Visitors	1.318
Number of Sessions	1.830
Number of page views	4.879
Percentage of New Visits	949
Number of Returning Visits	369
New Visits vs. Returning Visits	72,2% - 27,8%

**Table 4 : Website data from Google analytics (November 2013-September 2014)**

Furthermore, a number of activities related to the website were performed during the reporting period:

- Queries, expressions of interest and requests with reference to the project are received through the website proving interest for Sense4us. Responses and/or actions to emails and inquiries are provided by the dissemination and communication team.
- Promotional materials such as brochure, poster, factsheet, etc. are uploaded in the public website and partners’ repository.

### 3.1.2 Sense4us Social Media

Social media profiles play a promotional role for the project, allowing gaining visibility among a wide range of audience. Constant posts and updates of status on social media profiles on the projects developments, news and sharing of best practices increase the engagement of the interested audience and help to achieve interaction with the users. They have been identified as an effective dissemination tool due to the popularity, ease of access and rapid

<sup>1</sup> The full reports of Google analytics are included in Appendix II.

information flow. Thus they allow those that employ them to create an even wider community of interest and disseminate news, activities and developments.



**Figure 1 : Social media buttons integrated in the Sense4us website**

For the reasons mentioned above, Sense4us project has created social media profiles in Facebook, Twitter and LinkedIn, which are regularly updated enhancing the project's distinctive identity and creating a favorable reputation. All Sense4us newsletter registered users were invited to follow the project's social media profiles in order to stay abreast of the Sense4us solution's progress.

The following tables show the status of the social media profiles and the number of followers:

Field	Details
Social Network	Facebook
Project Month	September 2014
URL	<a href="https://www.facebook.com/pages/SENSE4US-project/562585490456097?ref=hl">https://www.facebook.com/pages/SENSE4US-project/562585490456097?ref=hl</a>
Status	62 Likes

**Table 5 : Sense4us page on Facebook (last update September2014)**

Field	Details
Social Network	Twitter
Project Month	September 2014
URL	<a href="https://twitter.com/sense4usproject">https://twitter.com/sense4usproject</a>
Status	202 followers, 271 Tweets

**Table 6 : Sense4us profile on Twitter (last update September2014)**

Field	Details
Social Network	LinkedIn
Project Month	September 2014
URL	<a href="https://www.linkedin.com/profile/view?trk=nav_responsive_tab_profile&amp;id=286142319">https://www.linkedin.com/profile/view?trk=nav_responsive_tab_profile&amp;id=286142319</a>
Status	302 connections

**Table 7 : Sense4us profile on LinkedIn (last update September2014)**

### 3.1.2.1 Facebook page insights & Twitter Klout scores

“Facebook Page Insights” is a free service for all Facebook Pages and Facebook Platform application and websites. Facebook Insights provides Facebook Page owners and Facebook Platform developers with metrics about their content. By understanding and analyzing trends within user growth and demographics, consumption of content, and creation of content, Page owners and Platform developers are better equipped to improve their business with Facebook. Only Page administrators, application owners, and domain administrators can view Insights data for the properties they own or administer. The metrics data is aggregated on a daily basis and is made available within 24 hours after a full day is complete.

The figures that can be found in Appendix III show the overall data of the Facebook Page Insights for Sense4us page for the recent period of January 2014 to September 2014.

Indicative scores on Klout, measuring the effect of the project’s Twitter presence can be found in Appendix IV.

### 3.1.3 Newsletter

As already mentioned in D8.4 Dissemination Plan (M6), the project newsletters are used to announce the project, develop a profile, give regular updates on its progress and developments and achieve buy-in and take-up of its solution after the completion of the project. The newsletters are creative dissemination tools addressing them to target audiences to know that the project is a success.

During the reporting period (M1-M12), Sense4us has published three newsletter issues: in March 2014, June 2014 and September 2014. The newsletter issues feature brief updates on the Sense4us activities and developments. Their structure consists of the following standard sections: “Editorial”, “Project News”, “Interesting news”, “Upcoming Events” and “Publications”.

The newsletter issues are accessible in the “Newsletter” section of the website (<http://www.sense4us.eu/index.php/news-letter>), in which the visitor or user can easily subscribe to the newsletter distribution list and follow the project’s progress on a quarterly basis. Currently the following Sense4us Newsletter Issues have been released:

Issue	Date of release	Available in URL
Newsletter Issue No. 1	March 2014	<a href="http://www.sense4us.eu/index.php/news-letter/28-newsletter/65-newsletter-issue-1">http://www.sense4us.eu/index.php/news-letter/28-newsletter/65-newsletter-issue-1</a>
Newsletter Issue No. 2	June 2014	<a href="http://www.sense4us.eu/index.php/project-news/66-sense4us-newsletter-issue-2-now-online">http://www.sense4us.eu/index.php/project-news/66-sense4us-newsletter-issue-2-now-online</a>
Newsletter Issue No. 3	September 2014	Link not available at time of report submission

**Table 8 : Newsletter Issues**

The next issue of the Newsletter will be released before the end of December 2014.





### 3.1.4 Press Release

Apart from the project website, a press release is considered the second most efficient tool for the dissemination of the project since its distribution to a large number of recipients (media, EC contacts, eGovernment communities and networks, stakeholder groups etc) helps promote the project at national, European and international level. Press releases will be produced throughout the project on the purpose of media engagement in the dissemination of the project's development and achievements.

It has been decided within WP8 that the press releases will be created by Gov2u with the collaboration of the other project partners. The press focal points nominated by each partner translate the press release in their native language (if necessary) and distribute it at national level. Gov2u has also created and shared with the partners the document "Media Guidelines for press focal points" on the purpose of explaining the procedure that the press focal points have to follow to achieve the proper dissemination and wider promotion of the press releases.

At national and local level, the press releases were sent by each press focal point to a media list created for this reason in order to raise awareness and visibility of the project and its development throughout its duration. The press releases are also uploaded on the project's website, posted on its social media profiles as well as on ePractice (and currently JoinUp) community. Finally, the media coverage of the press releases is regularly monitored by Gov2u and the press focal points so it is possible to estimate the impact in the public.

<i>1<sup>st</sup> Press Release</i>	<i>Details</i>
Partner responsible	Gov2u
Title	"Sense4us project at the starting line"
URL	<a href="http://www.sense4us.eu/index.php/project-news/19-1st-press-release-the-official-launch-of-sense4us-project">http://www.sense4us.eu/index.php/project-news/19-1st-press-release-the-official-launch-of-sense4us-project</a>
Date of release	3/12/2013
Other information	The PR was also translated in German and was distributed at national level. All other partners circulated the PR in English to all their contacts

**Table 9 : Press Release**

### 3.1.5 Promotional material

Marketing materials (brochure, poster, factsheet) are a collection of dissemination and promotional tools that are used to support the establishment of the project identity widely, to raise awareness and visibility of the project, to attract and motivate stakeholders and to be distributed at project presentations in events and conferences. During the reporting period, brochures, posters and a factsheet have been created and are available on the website in order to be circulated electronically or printed for events.

The promotional materials are described in detail in both D8.1 and D8.2 (deliverables on project dissemination materials).



## 3.2 Dissemination and communication activities

The following sections outline the dissemination activities carried out during this reporting period:

### 3.2.1 Organization of events

A strong dissemination activity for partners is to organize dedicated events at local or national level, similar to “Info Days” or “Focus Groups”, in order to disseminate the project among various interested stakeholders. At the same time these events can be organized as satellite events within bigger events such as conferences, exhibitions or seminars. The following events have been organized by the consortium partners:

<i>Name of event</i>	<i>Date</i>	<i>Venue/Location</i>	<i>Description of event</i>	<i>Type of audience</i>	<i>Results and outcomes</i>
<b>Future of Governance event (eGovlab)</b>	4/9/14	University of Stockholm, Sweden	This was a wider event aimed at Swedish and International Decision makers in the Public policy, private sector, governments, and academia sectors	MPs from the Swedish Parliament – MP of IT and Enterprise, Senior policy makers, pvt. Sector CEOs, Development Organisations such as SIDA, and academic experts (for a full list of participants – ask Dan @egovlab)	<a href="http://egovlab.eu/index.php?option=com_content&amp;view=article&amp;id=55&amp;Itemid=103&amp;lang=en">http://egovlab.eu/index.php?option=com_content&amp;view=article&amp;id=55&amp;Itemid=103&amp;lang=en</a>  The Sense4us project was presented to this audience in a talk by Dr. Somya Joshi – as part of the wider programme on governance of the future.
<b>Hansard Society Speaker's lecture</b>	27/11/13	House of Commons, London	A speech where the Speaker of the House of Commons, John Bercow MP, launched his commission on digital democracy	Journalists, senior tech company employees, Parliamentary officials, civil servants and civil society groups	High profile speech that generated lots of national and local media coverage that launched the Speaker's Commission on Digital Democracy. The Speaker mentioned Sense4us at the beginning of his speech.

**Table 10 : Organization of events**



### 3.2.2 Participation in conferences, workshops and events

One of the key activities for the promotion of the project's objectives and developments is the participation in events, workshops and conferences. In these events, presentations are performed by consortium partners showcasing the project and providing the most essential updates to interested stakeholders on project's progress. The events at local and EU level are mainly related to Open Data, Modelling, Policy Making, etc.

The events where Sense4us partners have participated in during the reporting period are being presented in **table 28** in **Appendix I**.

### 3.2.3 Articles, publications, papers (accepted/submitted/presented to conference proceedings and scientific journals)

According to the DoW it is foreseen that "papers, articles and other publications related to the project will be prepared with the cooperation of project partners and submitted in relevant conferences and journals focused on ICT R&D, eGovernment, eParticipation etc., in order to promote the project in national, European and international promotion level". During the reporting period, a number of articles & papers have been published/presented and they are listed in the following tables.

Field	Details
Title of publication	Using Social Media To Inform Policy Making: To whom are we listening?
Date of publication	10-11 July 2014
Name of Author(s)	Miriam Fernandez, Timo Wandhoefer, Beccy Allen, Amparo Elisabeth Cano, Harith Alani
Published/presented at:	In Proceedings of the European Conference on Social Media (ECSM) UK
Abstract	This paper investigates the characteristics of over 8K users involved in policy discussions in Twitter. Our results indicate that: (i) a high volume of conversations around policy topics does not come from citizens, but from news agencies and other organisations, (ii) the average user discussing policy topics in Twitter is more active, popular and engaged than the average Twitter user and, (iii) users engaged in social media conversations around policy topics tend to be geographically concentrated in constituencies with high population density.

**Table 11 : Paper at ECSM 2014**



Field	Details
Title of publication	SentiCircles for Conceptual and Contextual Semantic Sentiment Analysis of Twitter
Date of publication	25th – 29th of May 2014
Name of Author(s)	Hassan Saif, Miriam Fernandez, Yulan He and Harith Alani
Published/presented at:	In the proceedings of The Eleventh Extended Semantic Web conference (ESWC), Crete, Greece.
Abstract	In this paper we present SentiCircle; a novel lexicon-based approach that takes into account the contextual and conceptual semantics of words when calculating their sentiment orientation and strength in Twitter.

**Table 12 : Paper at ESWC 2014**

Field	Details
Title of publication	On Stopwords, Filtering and Data Sparsity for Sentiment Analysis of Twitter
Date of publication	26th – 31th of May 2014
Name of Author(s)	Hassan Saif, Miriam Fernandez, Yulan He and Harith Alani
Published/presented at:	In the proceedings of The eighth international conference on Language Resources and Evaluation (LREC), Reykjavik, Iceland
Abstract	The effectiveness of removing stopwords in the context of Twitter sentiment classification has been debated in the last few years. In this paper we investigate whether removing stopwords helps or hampers the effectiveness of Twitter sentiment classification methods.

**Table 13 : Paper at LREC 2014**

Field	Details
Title of publication	Adapting Sentiment Lexicons using Contextual Semantics for Twitter Sentiment Analysis.
Date of publication	25th May 2014



## D8.5 Report on Dissemination activities

Name of Author(s)	Hassan Saif, Yulan He, Miriam Fernandez and Harith Alani
Published/presented at:	In Proceeding of the first semantic sentiment analysis workshop: conjunction with the eleventh Extended Semantic Web conference (ESWC). Crete, Greece.
Abstract	In this paper, we propose a lexicon adaptation approach that exploits the contextual semantics of words to capture their contexts in tweet messages and update their prior sentiment orientations and/or strengths accordingly.

**Table 14 : Paper at ESWC 2014**

Field	Details
Title of publication	Evaluation Datasets for Twitter Sentiment Analysis: A survey and a new dataset, the STS-Gold
Date of publication	3rd December 2013
Name of Author(s)	Hassan Saif, Miriam Fernandez, Yulan He, and Harith Alani
Published/presented at:	The first workshop: in Emotion and Sentiment in Social and Expressive Media Approaches and Perspectives from AI (ESSEM) at AI*IA Conference, Turin, Italy.
Abstract	To assess the performance of sentiment analysis methods over Twitter a small set of evaluation datasets have been released in the last few years. In this paper we present an overview of eight publicly available and manually annotated evaluation datasets for Twitter sentiment analysis.

**Table 15 : Paper at ESSEM 2014**

Field	Details
Title of submission	Policy making in a complex world: the opportunities and risks presented by new technologies
Date of submission	March 2014
Name of Author(s)	Sense4us consortium
To be presented at:	<a href="http://berlinconference.pacitaproject.eu/">http://berlinconference.pacitaproject.eu/</a>
Abstract	Workshop submission for the 2015 conference:  New techniques are emerging to assist policy making, in particular where a vast body of open data from many different sources (including citizens themselves) is being made, and tools are emerging for its analysis and simulation. We propose to examine



what the benefits to such innovations are, where any resistance comes from and what are the inherent tensions within this marriage of technology & governance.

**Table 16 : Workshop submission PACITA 2015**

Field	Details
Title of publication	On the Compatibility of Uncertainty Formalisms in Multi-Objective Optimization
Date of publication	June 2014
Name of Author(s)	Maria Kalinina, Aron Larsson, David Sundgren
Published/presented at:	Intelligent Decision Technologies Conference
Abstract	Multi-objective optimization is a way to manage multiple objectives in analytical decision support systems. However, for real-life problems, different types of uncertainty often become prominent when defining the model. In this paper, we analyze these different types of uncertainties and suggest a suitable typology for a decision process based upon multi-objective optimization models. Uncertainty analysis can be performed based on the proposed typology; therefore, this analysis provides the necessary support for a decision maker in the identification the crucial uncertainty in the decision process.

**Table 17 : Paper at KES-IDT 2014**

Field	Details
Title of publication	An integrated decision support system framework for strategic planning in Higher Education institutions
Date of publication	June 2014
Name of Author(s)	Osama Ibrahim, David Sundgren, Aron Larsson
Published/presented at:	Group Decision & Negotiation Conference



## D8.5 Report on Dissemination activities

### Abstract

Strategic planning models and information provision for decision-making in complex strategic situations are frequent subjects for scientific research. This research deals with the problem of supporting strategic planning decision-making in public higher education (HE) institutions by designing a Decision Support System (DSS) to be used by HE decision makers in implementing their strategic planning process, considering that the DSS would be anchored in on all databases of the institution's information systems. This paper adopts a model for the strategic planning process, advocates the incorporation of technologies of participation (ToP) and introduces a collaborative framework for the planning activities at the different institutional levels to develop the institution's strategic plan using a bottom-up approach. Based on the strategic planning process model, a DSS framework is proposed and decision support methods are suggested for the different modules of the DSS. The DSS provides intelligent support (on the individual, group and organizational levels) to strategic planning decisions in all stages of the process. By utilizing this DSS, it is possible to create better conditions for implementing the objectives of the future-oriented activity of the institution.

**Table 18 : Paper at GDN 2014**

Field	Details
Title of publication	An Approach for Elucidating Stakeholder Conflicts
Date of publication	June 2014
Name of Author(s)	Tobias Fasth, Aron Larsson
Published/presented at:	Advances in Decision Analysis Conference
Abstract	n/a

**Table 19 : Paper at DAS 2014**

Field	Details
Title of presentation	(Stream: Decision Process) - Interval criteria weights trough a slider: The CROC way
Date of publication	14 July 2014
Name of Author(s)	Aron Larsson
Published/presented at:	Conference of the International Federation of Operational Research Societies



Abstract

n/a

**Table 20 : Presentation at IFORS 2014**

Field	Details
Title of publication	Semantic Patterns for Sentiment Analysis of Twitter
Date of publication	October 2014
Name of Author(s)	Hassan Saif, Yulan He, Miriam Fernandez and Harith Alani
Published/presented at:	13th International Semantic Web Conference (ISWC), Riva del Garda - Trentino Italy
Abstract	Sentiment is often implicitly expressed via latent semantic relations, patterns and dependencies among words in tweets. In this paper, we propose a novel approach that automatically captures patterns of words of similar contextual semantics and sentiment in tweets.

**Table 21 : Paper at ISWC 2014**

Field	Details
Title of publication	Automatic Labelling of Topic Models Learned from Twitter by Summarisation
Date of publication	June 2014
Name of Author(s)	Amparo Elisabeth Cano, Yulan He
Published/presented at:	The 52 <sup>nd</sup> annual meeting of the Association for Computational Linguistics (ACL), Baltimore USA
Abstract	In this paper we propose to address the problem of automatic labelling of latent topics learned from Twitter as a summarisation problem. We introduce a framework which apply summarisation algorithms to generate topic labels

**Table 22 : Paper at ACL 2014**

Field	Details
Title of publication	Stretching the Life of Twitter Classifiers with Time-Stamped Semantic Graphs
Date of publication	June 2014





Name of Author(s)	Amparo Elisabeth Cano, Yulan He, Harith Alani
Published/presented at:	13th International Semantic Web Conference (ISWC), Riva del Garda - Trentino Italy
Abstract	n/a

**Table 23 : Paper at ISWC 2014**

Field	Details
Title of publication	Automatic Stopwords Generation using Contextual Semantics for Sentiment Analysis of Twitter
Date of publication	October 2014
Name of Author(s)	Hassan Saif, Miriam Fernandez and Harith Alani
Published/presented at:	13th International Semantic Web Conference (ISWC), Riva del Garda - Trentino Italy
Abstract	In this paper we propose a semantic approach to automatically identify and remove stopwords from Twitter data. Unlike most existing approaches, which rely on outdated and context-insensitive stopword lists, our proposed approach considers the contextual semantics and sentiment of words in order to measure their discrimination power

**Table 24 : Paper at ISWC 2014**

### 3.2.4 Contact with stakeholders

During the reporting period, project partners entered into engagement with the project stakeholders in a spirit of respect and openness that would facilitate the communication and contact with the groups of people that interest our project.

This contact includes meetings, responses to surveys, social media interactions etc. and they are being presented in the tables below:

Partner	Date	Venue / Location	Activity description
Gesis	July 2014	North Rhine-Westphalia	Office MP Henning Höne. The MPs office (State Parliament of North Rhine-Westphalia) was engaged by an e-mail interview. The replies are relevant for the level of MPs
Gesis	July 2014	North Rhine-Westphalia	IT.NRW is the German Statistical State Office for the federal state of North Rhine-Westphalia. IT.NRW hosts



## D8.5 Report on Dissemination activities

			governmental data that is relevant for regional areas. The aim is a strategical cooperation to integrate data of German databases like <a href="https://www.landesdatenbank.nrw.de/">https://www.landesdatenbank.nrw.de/</a>
Hansard Society	7/3/2014	Department of Communities and Local Government	Meeting: Paul Whittlesea from Department of Communities and Local Government
Gesis	March 2014	E-Mail interview	The Ministry of Economy, Energy, Industry, Trade and Craft is a ministry of the State North Rhine-Westphalia. Therefore the interview results are relevant for the level of (state) ministries.
Gesis	March 2014	E-Mail interview - Hamburg	The Senate Chancellery Hamburg is one of the ICT experts in Germany. The interview results are relevant for public authorities in Germany.
Hansard Society	4/3/2014	Department of Health, Westminster	Meeting: Peter Howitt from Department of Health
Hansard Society	26/2/2014	Cabinet Office, Westminster	Meeting: Interviewed Anais Reding from the Open Policy-making team at the Cabinet Office
Hansard Society	18/2/2014	Portcullis House, Westminster	Meeting: Interviewed Jessica Mulley, Head of the Scrutiny Unit in Parliament
Hansard Society	23/1/2014	House of Lords, Westminster	Meeting: Interviewed James Tobin from House of Lords Library
Hansard Society	7/1/2014	Cabinet Office, Westminster	Meeting: Interviewed Paul Maltby and Rachel Pascual from the Open Policy-making team at the Cabinet Office
Hansard Society	6/1/2014	Portcullis House, Westminster	Meeting: Interviewed Dr Abbi Hobbs responsible for social science analysis at the Parliamentary Office of Science and Technology
Hansard Society	22/12/2013	n/a	LinkedIn: Further details about the project from Anais Reding Policy Analyst, Open Policy Making Team
Hansard Society	12/12/2013	n/a	Survey: Requirements survey sent to 950+ contacts
Gesis	16/10/2013	State Parliament North Rhine-Westphalia	These were preliminary interviews when the project started. As one result the interviewees confirmed that information



			from the internet is used for the decision-making process. The problem is there's too much and unstructured information. Within this early stage of the project the interviewees could rather think about a tool that provides information from the internet than providing a tool for policy simulation.
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**Table 25 : Contact with stakeholders**

### 3.2.5 Press coverage

In this section news articles or references to the project are being presented for both national and European levels:

Partner	Title	Date	Media	URL
Gov2u	Newsletter 2	30/6/2014	JoinUp community	<a href="https://joinup.ec.europa.eu/news/sense4us-project-newsletter-issue-no2-focus-target-group-outreach-synergies-collaborations">https://joinup.ec.europa.eu/news/sense4us-project-newsletter-issue-no2-focus-target-group-outreach-synergies-collaborations</a>
Gov2u	Sense4us newsletter Issue 1	March 2014	The Baltic Sea Region University Network	<a href="http://www.bsr.un.org/news/sense4us-newsletter-issue-1-march-2014">http://www.bsr.un.org/news/sense4us-newsletter-issue-1-march-2014</a>
Gov2u, Hansard Society, ITI	Sink or swim? Research helps policymakers survive information ocean	10/1/2014	UK Authority Blog by digital democracy writer	<a href="http://www.ukauthority.com/t/abid/64/Default.aspx?id=4507">http://www.ukauthority.com/t/abid/64/Default.aspx?id=4507</a>
Hansard Society	Sense4us tool collects and analyses data to inform policy.	6/1/2014	W4mp Parliamentary information site used by Parliamentary staff and officials	<a href="http://www.w4mp.org/new-tool-developed-to-collect-and-analyse-data-to-inform-policy/">http://www.w4mp.org/new-tool-developed-to-collect-and-analyse-data-to-inform-policy/</a>
Gov2u	Sense4us project at the starting line	December 2013	Directions Magazine	<a href="http://www.directionsmag.com/pressreleases/sense4us-project-at-the-starting-line/372121/">http://www.directionsmag.com/pressreleases/sense4us-project-at-the-starting-line/372121/</a>
Gesis	Informationelle Technologien sollen zukünftig die	December 2013	Gesis report	<a href="http://www.thesis.org/fileadmin/upload/institut/presse/thesis_report/thesis_report_13_06.pdf">http://www.thesis.org/fileadmin/upload/institut/presse/thesis_report/thesis_report_13_06.pdf</a>



## D8.5 Report on Dissemination activities

	Politik unterstützen			
HS/Gov2u	How could technology improve policy-making?	26/12/2013	The Gov Lab	<a href="http://thegovlab.org/how-could-technology-improve-policy-making/">http://thegovlab.org/how-could-technology-improve-policy-making/</a>
Gov2u	Sense4us project at the starting line	20/12/2013	James Timothy White	<a href="http://press.jamestimothywhite.com/?s=sense4us">http://press.jamestimothywhite.com/?s=sense4us</a>
Hansard Society	How could technology improve policy-making?	19/12/2013	Hansard Society Newsletter	Feature story on newsletter - <a href="http://www.hansardsociety.org.uk/how-could-technology-improve-policy-making/">http://www.hansardsociety.org.uk/how-could-technology-improve-policy-making/</a>
Hansard Society	How could technology improve policy-making?	19/12/2013	LinkedIn Open Policy Making group	<a href="http://www.linkedin.com/groups/How-can-technology-improve-policy-making-5139031.S.5819412510360506372?gid=5eeeb418-2206-47f1-9c27-a97702b54391&amp;trk=groups_most_recent-0-b-ttl&amp;goback=.nmp_*1_*1_*1_*1_*1_*1_*1.gmr_5139031">http://www.linkedin.com/groups/How-can-technology-improve-policy-making-5139031.S.5819412510360506372?gid=5eeeb418-2206-47f1-9c27-a97702b54391&amp;trk=groups_most_recent-0-b-ttl&amp;goback=.nmp_*1_*1_*1_*1_*1_*1_*1.gmr_5139031</a>
Gov2u & Hansard Society	Sense4us project at the starting line	12/12/2013	Pressbox – online media resource portal and an online hub connecting opt in journalists, PR organisations and business	<a href="http://www.pressbox.co.uk/cgi-bin/links/page.cgi?g=detailed/1386160.html">http://www.pressbox.co.uk/cgi-bin/links/page.cgi?g=detailed/1386160.html</a>
Gov2u	Sense4us project at the starting line	10/12/2013	Belgium Newswire	<a href="http://www.topix.com/wire/world/belgium/p2">http://www.topix.com/wire/world/belgium/p2</a>
Gov2u	Sense4us project at the starting line	9/12/2013	The Hunter	<a href="http://anthonyhunters.blogspot.gr/2013/12/sense4us-project-at-starting-line.html">http://anthonyhunters.blogspot.gr/2013/12/sense4us-project-at-starting-line.html</a>
Gov2u	Sense4us project at the starting line	9/12/2013	PR Log	<a href="http://www.prlog.org/12253444-sense4us-project-at-the-starting-line.html">http://www.prlog.org/12253444-sense4us-project-at-the-starting-line.html</a>



Gov2u	Sense4us project at the starting line	4/12/2013	Democracies Online	<a href="http://groups.dowire.org/group/europe/messages/topic/1oB8oTkomFrMROUBGwSKtt">http://groups.dowire.org/group/europe/messages/topic/1oB8oTkomFrMROUBGwSKtt</a>
Gov2u	Press Release: Sense4us project at the starting line	3/12/2013	ePractice community	<a href="http://www.epractice.eu/en/blog/5420953">http://www.epractice.eu/en/blog/5420953</a>
Gesis	Wir liefern Argumente: Erfolgreiche Politikberatung durch die Leibniz-Institute NRW am Düsseldorfer Landtag	December 2013	Gesis report	<a href="http://www.gesis.org/fileadmin/upload/institut/presse/gesis_report/gesis_report_13_06.pdf">http://www.gesis.org/fileadmin/upload/institut/presse/gesis_report/gesis_report_13_06.pdf</a>
Hansard Society	Towards a 21 <sup>st</sup> century parliament	29/11/2013	Democratic audit UK, Parliament.UK	<a href="http://www.democraticaudit.com/?p=1904">http://www.democraticaudit.com/?p=1904</a> and <a href="http://www.parliament.uk/business/commons/the-speaker/speeches/speeches/de-signing-a-parliament-for-the-21st-century/">http://www.parliament.uk/business/commons/the-speaker/speeches/speeches/de-signing-a-parliament-for-the-21st-century/</a>
Univ. Koblenz	Sense4us presentation	November 2013	SciPort RLP	<a href="http://www.rlp-forschung.de/public/projects/19287">http://www.rlp-forschung.de/public/projects/19287</a>
Gesis	Projektstart: Mit SENSE4US zu effizienteren Entscheidungsprozessen in der Politik	October 2013	Gesis report	<a href="http://www.gesis.org/fileadmin/upload/institut/presse/gesis_report/gesis_report_13_05.pdf">http://www.gesis.org/fileadmin/upload/institut/presse/gesis_report/gesis_report_13_05.pdf</a>

**Table 26 : Press coverage**

### 3.2.6 Liaison with other projects, networks & initiatives

Effective networking is about building strong and useful relationships and liaisons over time that can lead to mutual understanding, trust, acceptance and benefits with similar EU projects and other networks and initiatives. Such liaisons and networks can help in our effort to raise the project's positive reputation and take-up of its solution in the long term.



Early on in this reporting period, a serious effort began to contact other projects in the same domain area, in order to create synergies that would be proven helpful for both sides. Through these contacts, we have already made 3 presentations at other projects' workshops, collaborated on papers with WeSenseIt project and have signed a MoU with the **Consensus** project.

### 3.2.6.1 Consensus, ePolicy, EU Community, Symphony, UniteEurope, WeSenseIt

CONSENSUS aims to model existing real world user-cases and deliver the tools that can, in an easy and comprehensive manner, provide policy makers with optimal choices based on a number of relevant criteria.

In June 2014 Sense4us signed a **MoU** with the Consensus project. ([www.consensus-project.eu](http://www.consensus-project.eu))

The e-POLICY project's main aim is to support policy makers in their decision process across a multi-disciplinary effort aimed at engineering the policy making life-cycle. For the first time, global and individual perspectives on the decision process are merged and integrated. The project focuses on regional planning and promotes the assessment of economic, social and environmental impacts during the policy making process (at both the global and individual levels).

Sense4us was presented in two of the ePolicy's project meetings and workshops (January & May 2014).

([www.epolicy-project.eu](http://www.epolicy-project.eu))

EU COMMUNITY transforms the existing fragmented EU public sphere into an expert community of EU policy stakeholders. This will be achieved by transforming EU policies' complex system into visual intelligence for all. Then "EU Community" will build on social media to create emulation plus drive new actors and innovative ideas in a Re-Set of the EU. ([www.eucommunity.eu](http://www.eucommunity.eu))

SYMPHONY aims to design and develop an innovative tool for policy making based on an agent-based macroeconomic engine, and on the idea of collecting and exploiting citizens and stakeholders' expectations. In June 2014 Gov2u participated at the project's Focus Group that was organized in Athens and presented Sense4us. ([www.projectsymphony.eu](http://www.projectsymphony.eu))

UniteEurope is an EU-FP7 project that aims at giving the main actors of integration – immigrants and members of the host societies – a voice by analysing public Social Media contents generated by citizens in order to support decision-making in urban and pan-European integration policies. The UniteEurope Team consists of social scientists and IT specialists from leading universities, municipalities, cities and NGOs from various EU countries and is counseled by international NGOs dealing with immigration, integration and asylum issues. Gov2u is in contact with Project Coordinator Ms Katharina Götsch and the intention is to have future collaborations and exchange of information. ([www.uniteeurope.org](http://www.uniteeurope.org))

WeSenseIt is a four year European FP7 funded project. The project will develop a citizen-based observatory of water, which will allow citizens and communities to become active stakeholders in information capturing, evaluation and communication. The project will bring together the expertise of 14 European Partners ranging across Academic Institutions to Research Centres and Industry. Sense4us partner eGovlab has met with Dr. Uta Wehn from UNESCO and did a comparative case study – collaboration on papers in the pipeline (bringing together lessons on participation/ engagement within policy). ([www.wesenseit.com](http://www.wesenseit.com))



### 3.2.6.2 Multimodal Communication for Participatory Planning and Decision Analysis: Tools and Process Models

The project will, in the context of public decision making in local and regional governments, study multimodal communication using a variety of techniques and tools for the mediation of preferences, opinions, and expressions. That is, how appropriate a tool and media is to present, to illustrate and recreate expressions, its costs, reliability, and ease of use. Stockholm University is closely collaborating with the project.

### 3.2.6.3 ePractice / JoinUp

ePractice (<http://www.epractice.eu/>) is an online community where professionals related to eGovernment, eInclusion and eHealth can share experiences, contacts and resources with peers in Europe as well as all around the world. ePractice in its efforts to constantly increase knowledge base of good practice publishes hundreds of real-life eGovernment, eInclusion and eHealth cases.

In June 2014 there was integration between the ePractice and JoinUp platforms.

Joinup is a collaborative platform created by the European Commission and funded by the European Union via the Interoperability Solutions for Public Administrations<sup>2</sup> (ISA) Programme. It offers several services that aim to help e-Government professionals share their experience with each other and also hopes to support them to find, choose, re-use, develop and implement interoperability solutions.

We are using both platforms to disseminate project news (press release, newsletters, marketing material etc).

### 3.2.6.4 E.N.T.E.R network

E.N.T.E.R Network ([www.enter-network.eu](http://www.enter-network.eu)) for Transfer and Exploitation of EU project results aims to support EU strategies through the dissemination and exploitation of project results. Apart from giving project coordinators the opportunity to disseminate information about project and their results to a broad community of interested organizations and bodies, it also gives European citizens and organizations the opportunity to receive information regularly about results in the EU project community.

Through the E.N.T.E.R. network, we have disseminated the press release, the promotional material and all the newsletter issues. The **total number of the organizations** that have received our press release, the promo material and the first two newsletter issues, is **4.167** organizations.

### 3.2.7 Overview of dissemination tools and activities

The following table summarizes the aforementioned dissemination tools utilized and the activities performed during the reporting period. The tools and activities and their results are grouped in categories with similar characteristics, so that their overall potential is stressed.

Type of activity	Number
Papers, article presentations	14

<sup>2</sup> <http://ec.europa.eu/isa/>



## D8.5 Report on Dissemination activities

Organization of and participation in events, workshops, conferences	19
Newsletter Issues	3 Issues
Press Releases	1 Press Release
Presentations	3 project presentations
Press Coverage	20 references

***Table 27 : Overview of dissemination tools and activities***





## 4 Dissemination activities for Year2

Entering the second year of the project, WP8 will keep on strengthening its efforts towards the dissemination of the project.

### 4.1 Dissemination and communication tools

#### 4.1.1 Sense4us website

- Continuous update of information, layout, design (ongoing);
- Updating project website with content such as: news articles on project progress, Sense4us articles in the press, events, project press releases, project promotional material etc. (ongoing).

#### 4.1.2 Sense4us social media

- Continuous update of project's social networks profiles with news on project developments, with news from other areas related to the thematic of the project, with promotional material or other items related to dissemination.
- Continuous networking via the social networks' profiles in order to broaden the community of interest.

#### 4.1.3 Newsletter

The next issue of the newsletter will be published in December 2014.

The objective of WP8 is to keep publishing a newsletter on a quarterly basis, meaning that there will be another four issues of the project newsletter in 2015 (March, June, September, December).

#### 4.1.4 Collaboration with EU Information Networks and Online Communities

Sense4us will continue its collaboration with EU Information Networks and Online communities like JoinUp, E.N.T.E.R network, DoWire.org, etc. This will enhance the project's efforts to further broaden the community of interest as well as the exchange of best practices and knowledge sharing. All project news and developments will be shared through these communities.

#### 4.1.5 Collaboration with other FP7 projects

The project will further collaborate with other FP7 projects. This activity can further assist projects to collect and consolidate scientific results and disseminate project developments and results.

For the following project period, Sense4us will enhance its efforts in achieving regular contact and in establishing a more coherent cooperation with the projects we have already identified and collaborated with.

Collaboration will continue via:

- Networking;
- Signing MoUs with **EU Community** and **Symphony** projects



- Affiliate marketing between the projects, creating linkages and references, publishing project briefs and news articles regarding the project and its developments via collaborators' websites;
- Exchange of information and knowledge via emailing informing them about project's latest developments;
- The organization of common events.

### 4.1.6 Participation in events

In the second year of the project, Sense4us partners will keep on participating in conferences within the European Union that are considered to be of strategic interest.

Moreover, the consortium has already submitted a proposal and will have a presence at **PACITA's 2<sup>nd</sup> European TA Conference** (Berlin, 25-27 February 2015), where the project will be presented. (Conference webpage: <http://pacita.strast.cz/en/events/2015-european-technology-assessment-conference-in-berlin>)

### 4.1.7 Submission of articles & papers

Sense4us partners will continue publishing articles and papers in world conferences, sharing their ideas with the scientific community.

So far, for the second year of the project, the following papers have been submitted:

- **A Causal Mapping Simulation for Scenario Planning and Impact Assessment in Public Policy Problems. The Case of EU 2030 Climate and Energy Framework**  
Authors: Osama Ibrahim, Aron Larsson, David Sundgren  
Submitted at: WCSS 2014 - World Congress of Social Simulation
- Paper planned to be submitted at CHI 2015 (Human Factors in Computing Systems) by Somya Joshi (eGovlab)



## 5 Conclusions

According to Sense4us' Description of Work, the principal objective of this deliverable was to present the dissemination tools and activities that were used to disseminate the project results for the first reporting period between M1-M12.

Therefore, the main part of this document presented in detail the dissemination actions carried out by the partners during the first project year. In the first place, the report presented the dissemination tools prepared or updated according the project progress. Second, the document provided detailed information about all dissemination activities (publications, events, other dissemination activities) carried out by the Sense4us partners during the reporting period.

The actions carried out by the partners were diversified, reaching from preparing press releases, publishing project related information on other websites, placing special effort on liaising with other FP7 projects, as well as participating and raising awareness in project related events. Furthermore, the deliverable presented a summary of the dissemination actions that will be continued in the next reporting period.



## APPENDIX I – Participation in events

### Participation in conferences, workshops and events

<i>Partner</i>	<i>Name of event</i>	<i>Date</i>	<i>Venue/Location</i>	<i>Description of event</i>	<i>Type of audience</i>	<i>Results and outcomes</i>
Gov2u	Symphony project Focus Group	20/6/2014	Athens, Greece	Presentation of FP7 project Symphony, open discussion about project	FP7 project(s) partners, Journalists, general audience	Presentation of Sense4us and its objectives, discussion on policy-making tools, agreement for cooperation between the two projects
Sense4us consortium	ePolicy workshop	19/5/2014	Cork, Ireland	Presentations of FP7 projects and discussions	Various partners from FP7 projects (academia, business, NGOs etc)	A panel from Sense4us presented the project and its developments to that date and answered questions from other participants
Gov2u	Hellenic Association of chemical industries (HACI) meet and greet candidate MEPs	30/4/2014	Athens, Greece	Meeting of the members of HACI & guests with candidate MEPs. Discussion on priorities and roles of industry in Europe	Candidate MEPs from Greece, journalists, HACI members from chemical industries, selected guests	Discussion with the candidate MEPs and brief presentation of the project. Networking opportunities with both MEPs and the press
Gov2u	One project Conference	25/4/2014	Czech Republic Representation to the EU, Brussels	The ONE conference is facilitating the joint effort of EU partners to build links between information networks and ICT observatories for reaching	Representatives of public administrations, people who are responsible for	Good Practice sharing. There were some good practices/similar projects presented, that were developed on the regional level in Europe.



## D8.5 Report on Dissemination activities

				<p>ambitious common objectives of Europe 2020.  <a href="http://www.oneproject.eu/ONE-Conference-Brussels-2014">http://www.oneproject.eu/ONE-Conference-Brussels-2014</a></p> <p><b>Objective of workshop</b>          To present and discuss key benefits of the European Union Location Framework from the perspectives of public administrations and the geographic information sector, to identify the barriers in delivering benefits, and to provide recommendations and guidelines on what could be done to overcome these barriers.</p>	<p>planning and delivering e-Government services</p>	<p><a href="http://www.homerproject.eu">www.homerproject.eu</a> that is a good example of Open data observatory /search database to be shared in Mediterranean region. They are open for collaboration.</p> <p><a href="http://www.fupol.eu">www.fupol.eu</a>. This project is in our domain, as they have developed an agent based policy simulation tool.</p> <p>Liaison with European Commission. After discussion with an official from DG Digit, EC. Technical partners can investigate the open source software solutions database, hold and gathered from projects and on its own expertise by the European Commission. So far, they have 2 databases (<a href="http://www.epractice.eu">www.epractice.eu</a> and <a href="https://joinup.ec.europa.eu">https://joinup.ec.europa.eu</a>)</p>
Gov2u	Semantic Interoperability Conference SEMIC	9/4/2014	Athens, Greece	SEMIC brings together both the experts driving the practice of semantic technologies and those who have first-hand experience of implementing these standards in cross-border e-Government applications.	Experts in semantic and linked data technologies in government setting. 203 participants	Networking with the semantic community, participated in several discussion groups and promoted the project and its objectives. Distribution of promotional material



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Gov2u	1st European Conference on the Future Internet – ECFI	2/4/2014	The EGG, Brussels	<p>The 1st European Conference on the Future Internet (ECFI) aims at bringing together key stakeholders to discuss how Europe can achieve global leadership in ICT by 2020 through innovative Internet technologies. In this context, industry and political stakeholders discussed central socio-economic and technological topics of Future Internet infrastructures and services in Europe.</p> <p>The event presented cutting-edge research results on the European Internet infrastructures and services of the future, which have been developed in the Future Internet Public-Private Partnership (FI-PPP). The FI-PPP is a European programme for Internet-enabled innovation aiming to accelerate the development and adoption of Future Internet technologies in Europe.</p>	Member State representatives, ICT industry stakeholders	<p>Liaison with the participants – Member states representatives in the EU and ICT industry stakeholders.</p> <p>Interesting glimpse to the changing ICT infrastructures and Smart cities.</p> <p>Understanding, that ICT solutions have to go in hand with the changing environment and speed. Policy making cannot be archaic by the procedure and must utilise all the resources at hand.</p>
Univ. Koblenz	Off Campus Meeting (OCM2014)	23-26/3/2014	Friedrichsdorf, Germany	<p>This event was jointly organized by WeST and GESIS Institute. About 35 attended the event. The objective of the event to</p>	Professors, Post Docs and Doctoral students.	<p>We presented Sense4us WP4 architecture in the form of a poster. The poster gained a good interest from the participants</p>



## D8.5 Report on Dissemination activities

				gain an insight into the current research activities going on at both institutes and to identify areas of possible collaboration for research activities.  <a href="https://sites.google.com/site/ocm2014/">https://sites.google.com/site/ocm2014/</a>		and they were interested in knowing the details of the tools and techniques proposed for semantic search and consolidation of linked open data in WP4. We also got valuable feedback on our approaches to tackle the problem of finding a sub-graph in a big linked open data graph and guided crawling of the LOD
Hansard Society	Making it Count: Big Data, the Open Revolution and Public Engagement	24/2/2014	Dexter House London	<a href="https://www.motivaction.co.uk/eventregistration/registration.php?userlogin">https://www.motivaction.co.uk/eventregistration/registration.php?userlogin</a>	NGO's, academics, private sector	Met a number of interesting contacts including: Jacqui Taylor of Flying Binary and Chris Albon of Ushahidi. Also gained insight into what others are doing with open data across the world
Hansard Society	Launch of SPARK network - Alliance of Useful Evidence event	12/2/2014	Nesta	<a href="http://www.alliance4usefulevidence.org/?attachment_id=1700">http://www.alliance4usefulevidence.org/?attachment_id=1700</a> experimenting with using different types of evidence for policy making – EC – JPAL project	Civil servants, academics, EC staff	Gained an understanding of how other projects are using randomised control trials in their work. Could be useful for designing evaluation methodologies for the project.
SU	Euro PhD school on Multi-criteria Decision-making (MCDM) with Mathematical	February 2014	Madrid, Spain	n/a	26 participants from different 26 European universities. In addition to the	Application of MCDM models on the renewable energy planning case study.  Introducing Sense4us to all the





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	Programming  EURO- Association of European Operations Research Societies				lecturers	participants.
SU	Winter PhD school on Agent-based modelling in the Social Sciences (ECPR - European Consortium for Political Research)	February 2014	Vienna, Austria	The annual ECPR Winter School in Methods and Techniques (WSMT) provides cutting-edge courses in the full span of qualitative and quantitative topics.	Social scientists, ~100 participants	Knowledge on some agent-based models in social sciences. Practical skills with NetLogo – agent based simulation software.
Gov2u	ePolicy project meeting	27/1/2014	Bologna, Italy	GA meeting of the FP7 project ePolicy	Project partners	Presented the project and discussed possible future collaborations between the two projects
Hansard Society	Bigger + more open = better? How can the data revolution make government more effective and improve policy making	16/10/13	Institute for Government, London	A discussion on how best to realise the potential of data to improve government decision-making.	Elected representatives, civil servants, think tanks, NGOs, media etc.	Discussed the project with John Pullinger, Director of Information Services at the Houses of Parliament and the President of the Royal Statistical Society. He has subsequently been very helpful in promoting the project to Parliamentary staff. Also used the event as a 'hook' to contact one of the speakers, Paul Maltby Director of Open Data and Government Innovation, Cabinet Office, who was subsequently interviewed



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						for the project
Hansard Society	Public Administration Select Committee evidence session	22/10/13	Parliament	Oral evidence session about Open data and statistics featuring Professor Sir Nigel Shadbolt, University of Southampton and Chair, Open Data Institute and Stephan Shakespeare, Chief Executive, Yougov and Member of the Public Sector Transparency Board	Civil servants, MPs staff	Gained insight into the key issues in the debate, in Government and wider society, on open data and statistics.
Hansard Society	Public Administration Select Committee evidence session	11/11/13	Parliament	Oral evidence session about Open data featuring Michael Fallon MP, Minister, BIS and Mr Nick Hurd MP, Minister for Civil Society, Cabinet Office	Civil servants, MPs staff	Gained insight into the perspectives of Government on open data and statistics. To inform interviews and understand the perspectives of high profile politicians on these issues.
Hansard Society	Internet of things event	28/11/13	Institute of Physics London	<a href="http://www.insidegovernment.co.uk/event-details/internet-of-things/218/">http://www.insidegovernment.co.uk/event-details/internet-of-things/218/</a> highlighting policy and developments in this area, hearing about projects using the internet of things, networking	Industry, civil servants, academics	Met Ken McCallum from Dept. of Business Innovation and Skill (got contact details and requested a meeting to discuss Sense4us) and discussed Sense4us with a number of delegates in the civil service and tech industry
Hansard Society	Science and Technology Committee evidence	4/12/13	Parliament	Oral evidence session about Horizon Scanning featuring Sir Mark Walport, Government Chief Scientific Adviser, and Jon	MPs staff, journalist, researchers	Gained insight into the perspectives of Government on horizon scanning and use of scientific evidence. To inform



	session -			Day, Chair, Horizon Scanning Oversight Group, Cabinet Office		future contact and potential interviews with Jon Day – a target for end user engagement
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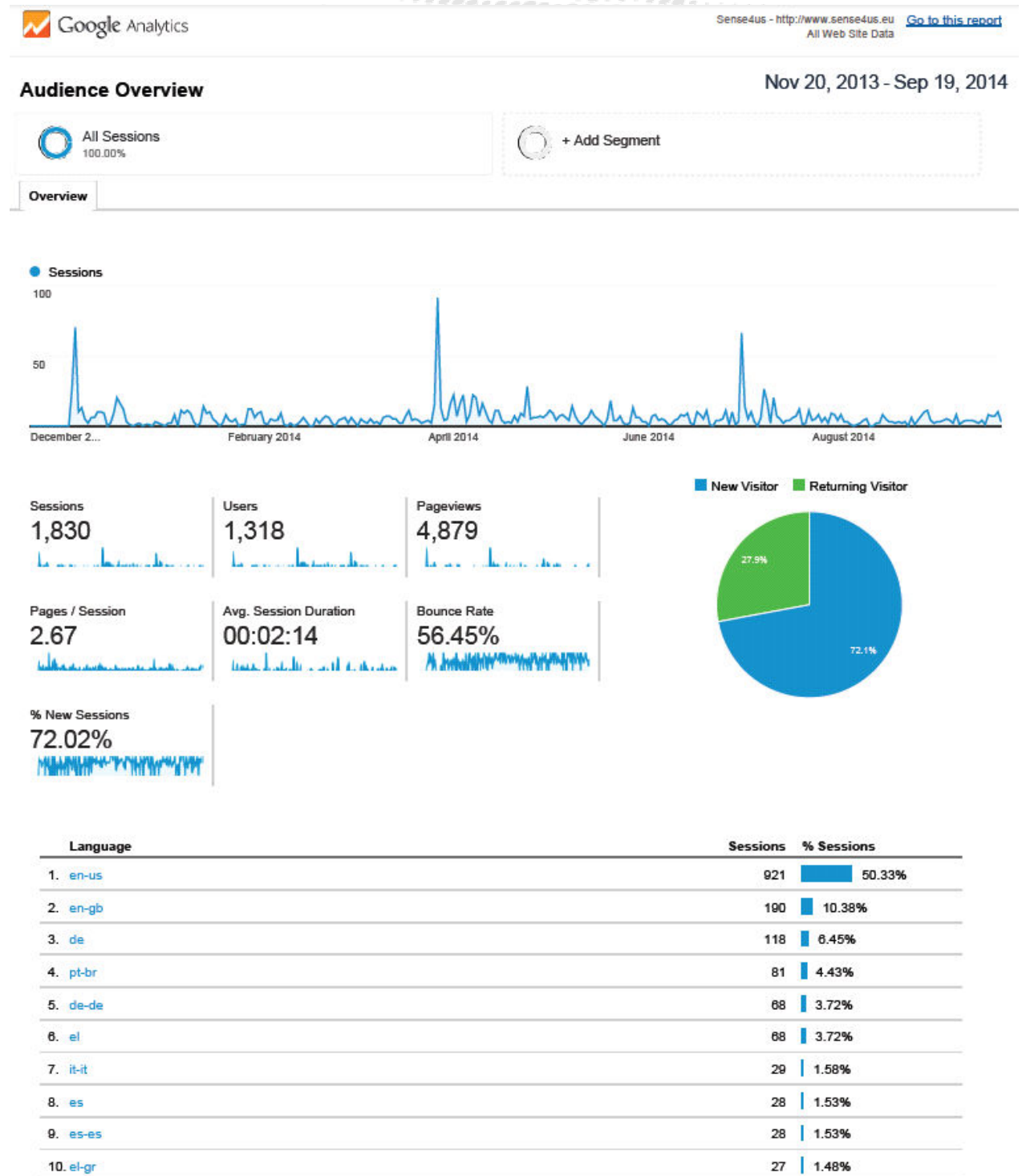
***Table 28 : Participation in conferences, workshops and events***



# SENSE4US

## APPENDIX II – Google Analytics Data

Below you may find the most important data related to the website. The data are mentioned also in section 3.1.1



**Figure 2 : Audience overview (November 2013-September 2014)**



## D8.5 Report on Dissemination activities

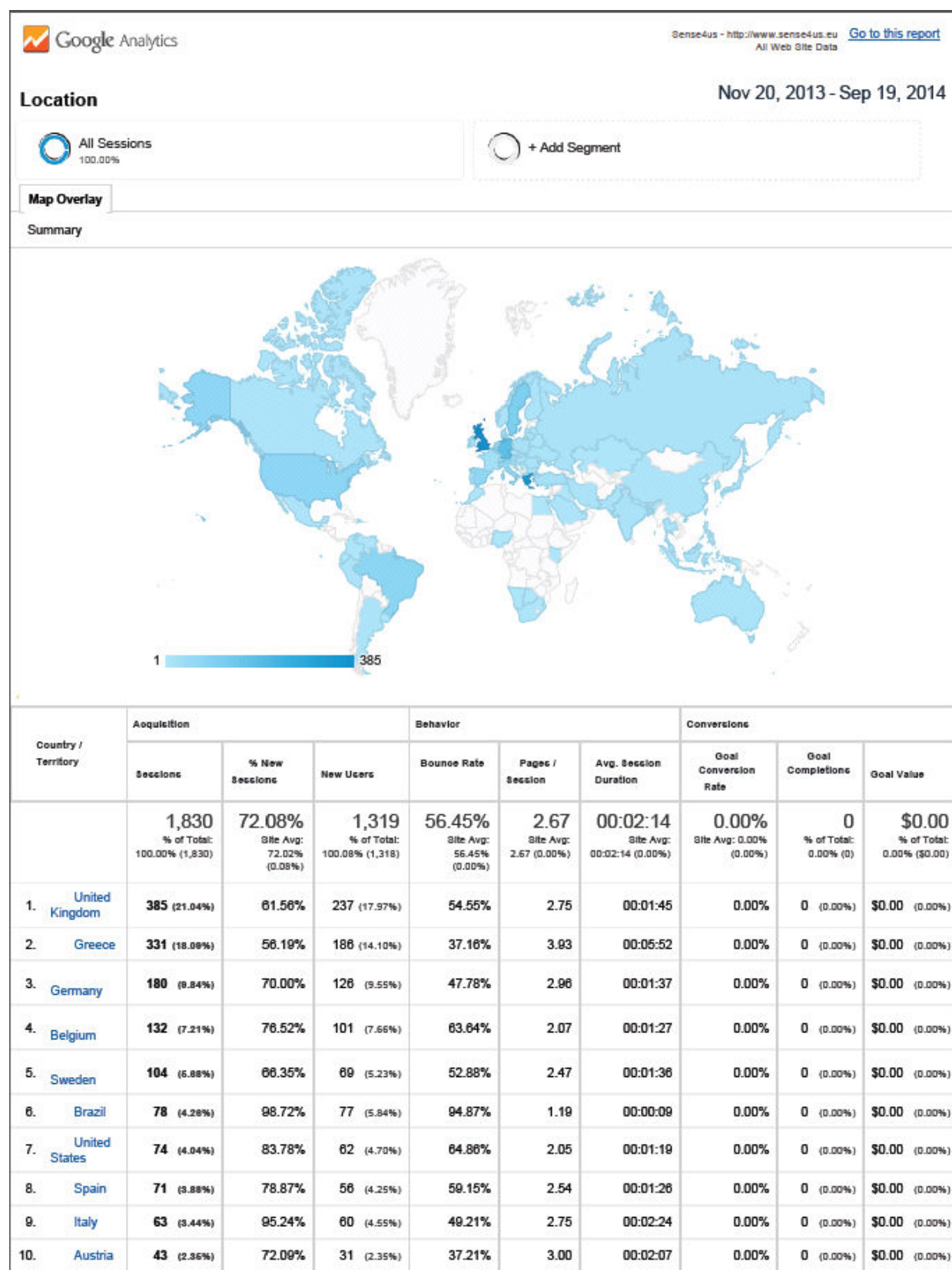
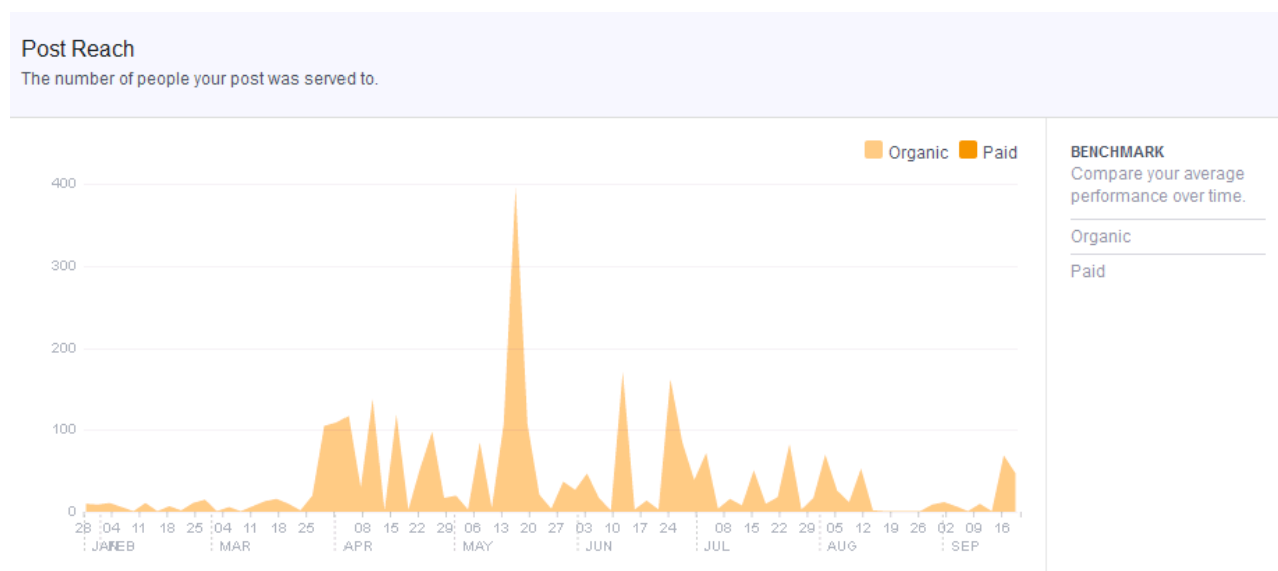


Figure 3 : Location overview (November 2013-September 2014)

## APPENDIX III – Facebook page insights

Insights is a free service for all Facebook Pages and Facebook Platform application and websites. Facebook Insights provides Facebook Page owners and Facebook Platform developers with metrics around their content.

Below are the most important data retrieved from Sense4us Facebook page Insights:



**Figure 4 : How many people the posts reached (January 2014-September 2014)**



## D8.5 Report on Dissemination activities

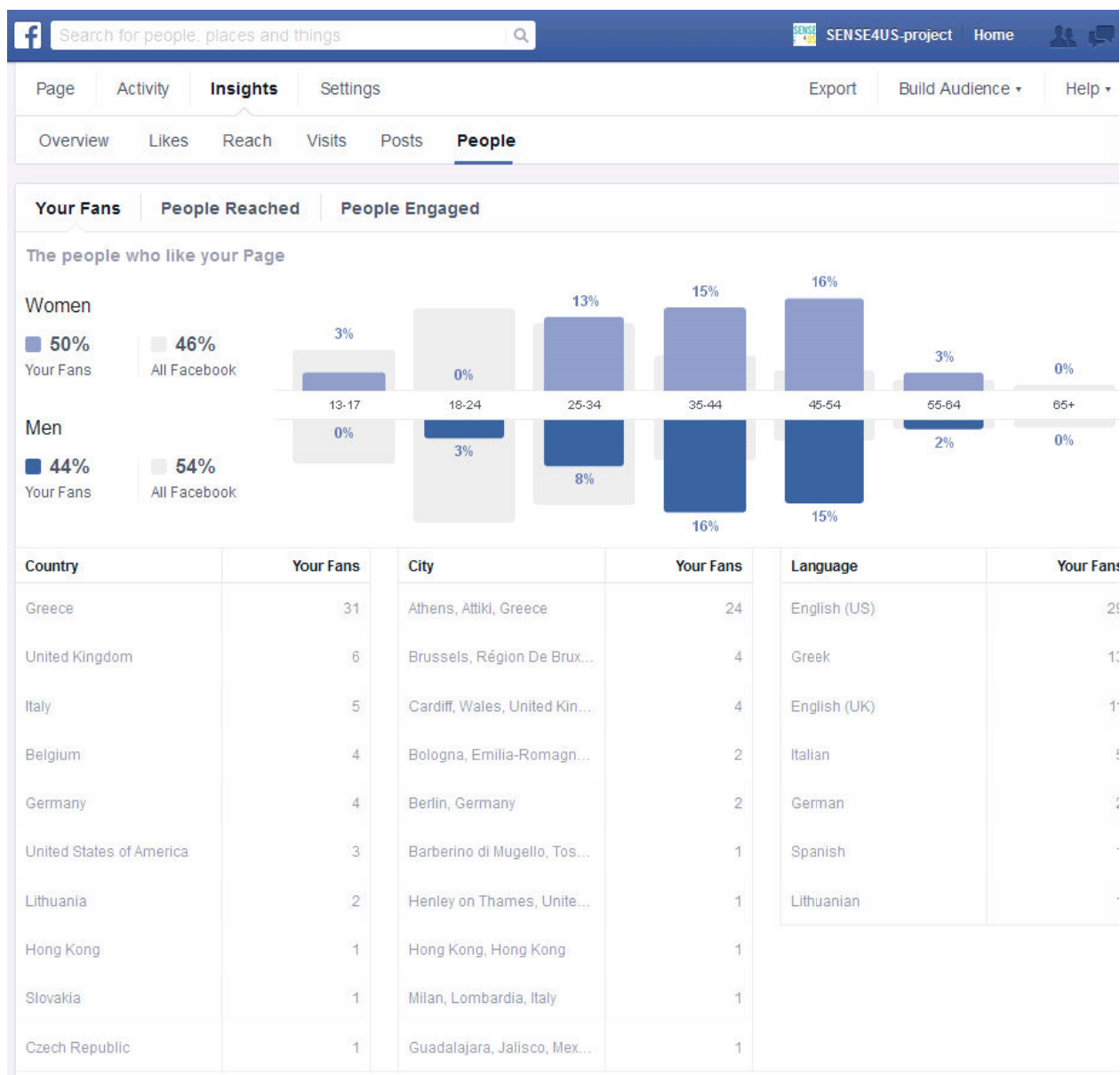
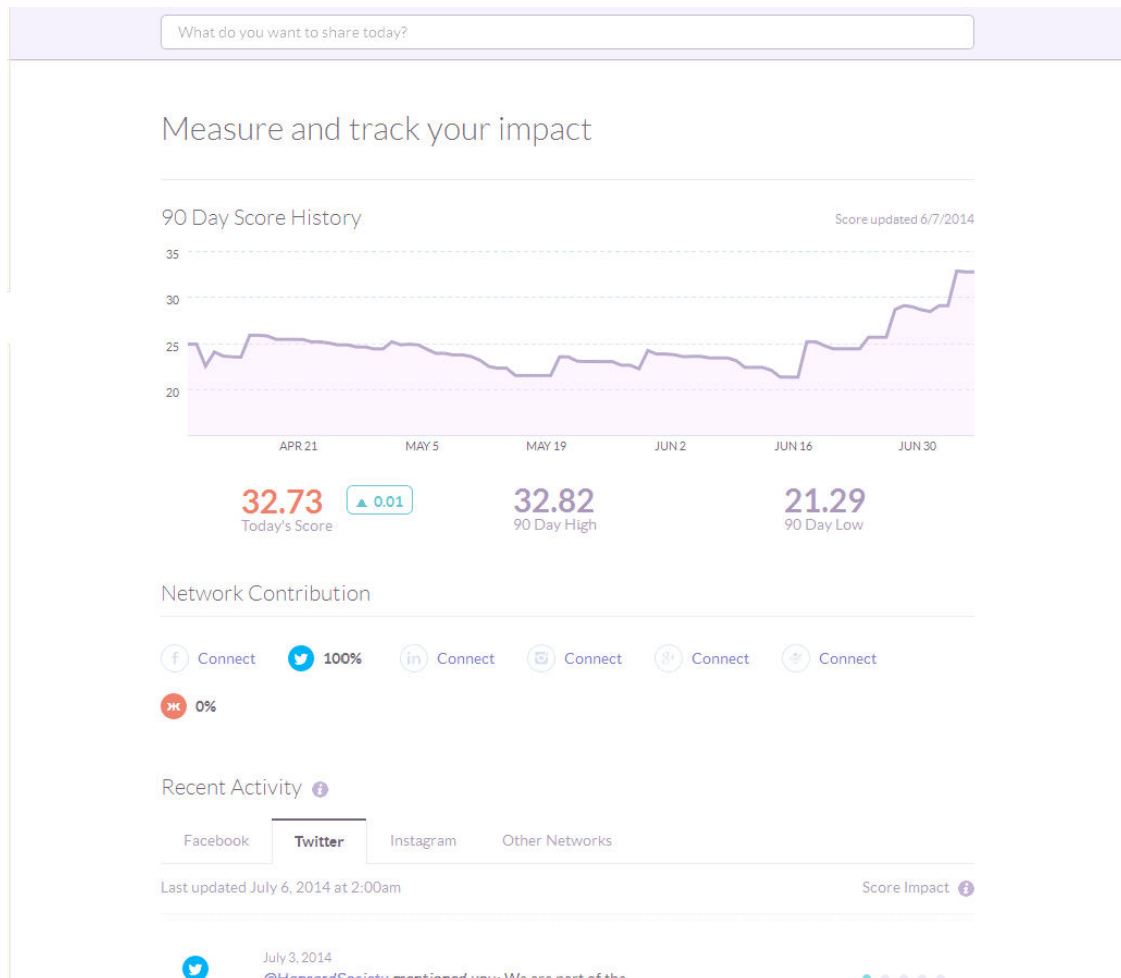


Figure 5 : Sense4us audience overview (January 2014-September 2014)



## APPENDIX IV – Twitter Klout scores

**Klout** is a website and mobile app that uses social media analytics to rank its users according to online social influence via the "Klout Score", which is a numerical value between 1 and 100. In determining the user score, Klout measures the size of a user's social media network and correlates the content created to measure how other users interact with that content.



**Figure 6 : Klout scores (April 2014-June 2014)**



## D8.5 Report on Dissemination activities

What do you want to share today?

### Measure and track your impact

#### 90 Day Score History

Score updated 9/9/2014



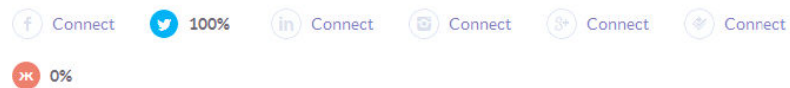
**29.58**  
Today's Score

**▲ 2.45**

**35.72**  
90 Day High

**21.29**  
90 Day Low

#### Network Contribution



#### Recent Activity

**Figure 7 : Klout scores (June 2014-September 2014)**